

RHB Media Contacts

Broadcaster	Territories	Media Contact
America Movil	Argentina, Bolivia, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Panama	Renato Flores Cartas rfcartas@telmex.com
BBC (UK)	United Kingdom (England, Scotland, Wales), with the exclusion of the Republic of Ireland and any other overseas territories	Michelle Eagleton michelle.eagleton@bbc.co.uk
beIN (MENA)	Algeria, Bahrain, Chad, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Republic of the Sudan, Republic of South Sudan, Saudi Arabia, Somalia, Syria, Tunisia, United Arab Emirates, Yemen	Mohammed Rashid Al-Derham derhamm@bein.net
CBC	Canada	Nadia Flaim (Communications) nadia.flaim@cbc.ca Simon Bassett (Public Relations) simon.bassett@cbc.ca
CCTV (China)	People's Republic of China (including Macao, but expressly excluding Hong Kong and Taiwan)	cctvsports@cctv.com
Dentsu (Asia – Central Asia)	Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, Indonesia, Iran, Kazakhstan, Kyrgyzstan, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam	Shusaku Kannan s.kannan@dentsu.co.jp
Discovery (Europe except UK, France and Russia)	Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Vatican City State	Fiona McLachlan fiona_mclachlan@discovery.com
Econet	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad (non-exclusive basis), Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, St Helena (non-exclusive basis), Swaziland, United Republic of Tanzania (including Zanzibar), Togo, Uganda, Zambia and Zimbabwe.	Nobantu Mchunu nobantu@econetmedia.com
France Televisions	France, including its overseas territories and possessions (i.e. Clipperton, French Guyana, French Polynesia, Guadeloupe, La Réunion, Martinique, Mayotte, Nouvelle Calédonie, Saint Barthélemy, Saint Martin, St. Pierre and Miquelon, Terres Australes et Antarctiques Françaises, Wallis and Futuna), plus Monaco on an exclusive basis and Andorra on a non-exclusive basis	Nathalie Peyrissac nathalie.peyrissac@francetv.fr Jennifer Armand jennifer.armand@francetv.fr

Grupo Globo	Brazil	Nelson Rocco nelson.rocco@cdn.com.br
ICRT	Cuba	Carlos Gil carlosgil@cdn.com.br
International Media Content	Anguilla, Antigua & Barbuda, Commonwealth of the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guadeloupe, Cooperative Republic of Guyana, Haiti, Jamaica, Martinique, Montserrat, St Kitts & Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad & Tobago, Turks and Caicos	Tanya Lee tlee@sportmax.tv
Japan Consortium NHK and JBA	Japan	ichiko.y-lc@nhk.or.jp
NBC	United States and its territories and possessions (i.e. American Samoa, Guam, Puerto Rico and the United States Virgin Islands)	Christopher McCloskey christopher.mcloskey@nbcuni.com
SABC	South Africa	Keletso Totlhanyo keletso@sabcsport.co.za
SBS	South Korea, North Korea	Mi-eun Jang (SBS) mieun.jang@sbs.co.kr Hyun-cheol Kim (KBS) aikman@kbs.co.kr
Seven Network	Australia	Ho-joon Shim (MBC) tassie@mbc.co.kr Greg Smith gsmith@seven.com.au
Sky Network	Cook Islands, Federal States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Niue, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu	Tex Teixeira tex.teixeira@skytv.co.nz Matt Quin mquin@skytv.co.nz Jeremy Hill jhill@skytv.co.nz
Supersport	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, St Helena and Ascension, Swaziland, United Republic of Tanzania, Togo, Uganda, Zambia and Zimbabwe	Clinton van der Berg clinton.vanderberg@supersport.com
TeleSport	Russia	Alexander Khomukha adkhomukha@tele-sport.ru

The Olympic Channel

“The launch of the Olympic Channel was a significant milestone for the entire Olympic Family, creating a legacy for years to come. It provides us with a new way to engage younger generations and fans with the Olympic Movement, and to get the couch potatoes off the couch. The Olympic Channel’s impact is key to reaching our target audiences through compelling and entertaining content 24 hours a day, 365 days a year.”

Thomas Bach, IOC President

Launched in August 2016 in support of the IOC’s goal as set out in Olympic Agenda 2020, the Olympic Channel provides a new way to engage younger generations, fans and new audiences with the Olympic Movement all year round.

The multi-platform global media destination features more than 9,500 pieces of video content representing all Olympic sport disciplines and 206 countries, 35 original series, partnerships with 63 international sport federations and organisations, and is available in 11 languages.

Using a feature-rich product, the Olympic Channel attracts and engages with a new generation of sport fans including the highly sought-after and targeted 16- to 35-year-old audience, with more than 82 per cent of those engaging with Olympic Channel content on its social media platforms below the age of 35.

Offering original programming, news, live sports events, social media and interactive content, the Olympic Channel provides additional exposure for sports and athletes outside of the Olympic Games themselves. The scope of the Channel’s programming covers a diverse array of subjects including training, educational and youth-oriented topics, sustainability, sports science and nutrition, healthy and active lifestyles, historical footage and official films from the IOC’s archives. The Olympic Channel also provides an additional distribution platform for its 63 federation partnerships, which includes collaboration on more than 900 live events to date.

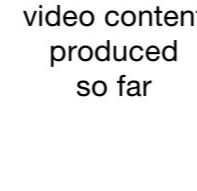
Following its global digital launch, the Olympic Channel began distribution partnerships with NBCUniversal and the United States Olympic Committee (USOC) in the United States, Discovery Communications/Eurosport in Europe, and beIN Sports in the Middle East and Northern Africa to bring an Olympic Channel linear experience to their territories.



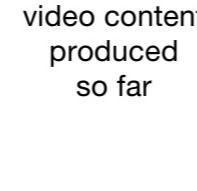
82%
of viewers
under the
age of 35



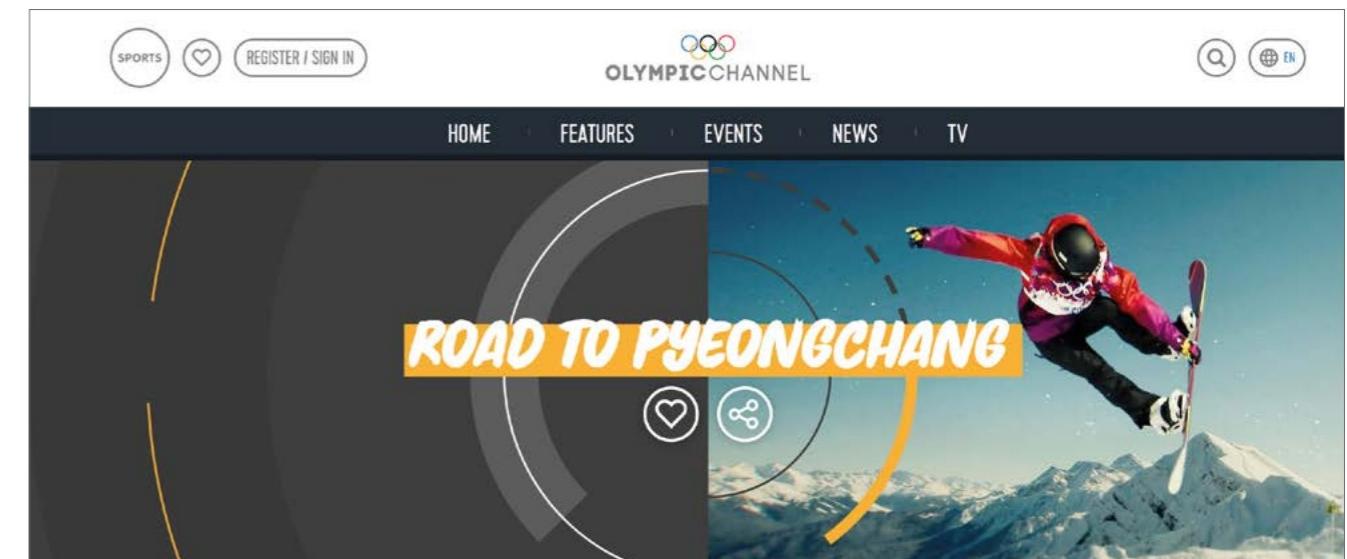
9,500
pieces of
video content
produced
so far



11
different
languages



900+
live events
covered
to date



Founding Partners supporting the Olympic Channel are Worldwide Olympic Partners Bridgestone, Toyota and Alibaba. Founding Partners receive exclusive advertising and branded content opportunities through the platform, where they are able to contribute narrative and further associate their brand with the Olympic values, ultimately reaching wider audiences year-round.

The Olympic Channel is available worldwide via mobile apps for Android and iOS devices and at www.olympicchannel.com.

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